

Atari Dealer News
September 1988

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Atari's New Season Line Up: The Fall Promotion

Early this year, Atari made a commitment to its dealers to provide the best support possible. Towards this end, Atari recently mailed all

dealers details on Atari Computer's new fall promotion, featuring a pricing and advertising campaign on 520STFM, MEGA 2 and MEGA 4 systems.

"This is a full program," said Mike Dendo, vice president of sales at Atari Computer. "We will be implementing a city-by-city umbrella advertising campaign and make funds available to individual dealers for advertising or in-store promotions." In addition to regional advertising, Atari will be providing dealers with specially priced hardware and software bundles, and advertising slicks for each set of products.

Due to the current state of the marketplace and available inventories, Atari will be focusing on marketing a 520STFM-based home education system, the MEGA 2, and the price/performance benefits of Atari's MEGA 2 and MEGA 4 desktop publishing systems.

Home Education

In conjunction with the introduction of Atari's Bentley Bear series of educational programs, the company will be pushing a color 520STFM system. Bentley Bear is a series of 10 colorful educational programs for children from the preschool to grade 6 level.

A monochrome 520STFM system is also being promoted for home use. This system is bundled with two games and Microsoft Write.

Please note that Atari is now shipping all 520STFM systems with double-sided internal floppy disk drives. These drives can now read and write 720K disks. This increases the 520's value without changing the price! Dealers may upgrade past customer's systems by exchanging drives through Atari's service program for a fee.

MEGA 2

"This will be the most successful promotion in the history of Atari computers," said Mike Dendo. The MEGA 2 computer, with its two full megabytes of memory, small footprint, and keyboard, is a powerful device for the small businessman. It incorporates the easy-to-use graphical interface of the GEM desktop, and can run both IBM and Macintosh software (with the use of PC-Ditto and MagicSac).

The MEGA 2 promises to be the focus of Atari's efforts for the fall season due to the continuing DRAM shortage and resulting lack of 1040 availability. Atari is giving dealers better value for the MEGA 2 -- in order to continue to provide customers with a powerful computer for a reasonable price.

In addition to emphasizing its functionality as a powerful business machine for the home or office, Atari is also targeting music users. A print advertising campaign in national music magazines promotes the MEGA as an integral part of MIDI systems. Noted Frank Foster, Atari

director of music marketing, "Musicians are becoming more sophisticated in their computer needs as more advanced applications become available. One MEG is no longer enough if a musician wants to have several applications simultaneously in memory." For example, a composer may want to switch between a MIDI sequencer and a sheet music notation program. Many musicians have already turned to the MEGA 4 for digital sampling applications.

Desktop Publishing Systems

Atari has made some modifications to the summer's desktop publishing special. Publishing Partner Professional promises to be the most exciting desktop publishing software available this fall. And Migraph's Easy-Draw is a proven standard for integrating graphics into your desktop document. We've also added a dynamic, powerful spreadsheet to the bundle. LDW Power, featured elsewhere in this issue, should add even more value to an already incredible system.

Dealer specials continue for Atari's MEGA File 20 hard drive and SX212 300/1200 baud modem.

Bundle	Suggested Retail Price
520STFM Monochrome Missile Command (DS5018) Battlezone (DS5020) Microsoft Write (DS5052)	\$699.95 (29 percent savings for customer)
520STFM Color	\$849.95 (26 percent savings for customer)

Home Planetarium (DS5007)
Neochrome (DS5027)
Bentley Bear's Spelling Bee
Bentley Bear's Magical Math I

MEGA 2 with monochrome monitor \$1299.95 (XX percent savings for customer)

MEGA 2 Desktop Publishing \$3095.00 (customers save \$927.70)
monochrome monitor
SLM804 laser printer
Microsoft Write
LDW Power
VT100 Terminal Emulator (RS5035)

MEGA 4 Desktop PUBLISHING \$4395.00 (customers save \$1074.75)
monochrome monitor
SLM804 laser printer
MEGA File 20 Hard Disk
Timework's Desktop Publisher ST
VT100 Terminal Emulator

###

Word Processing and Spreadsheets: Maximizing Productivity

Word processing remains the most popular business-oriented application for Atari computers, followed closely by financial data analysis with spreadsheets. These types of programs have increased the individual's productivity so much that they paved the way for the computer revolution. Office automation is now a reality, and Atari continues to be a part of it.

The Atari customer may handle only personal business, or use Ataris at work, as a home extension of the office system, or conduct a small operation out of his home. Regardless of the application, Atari's developers have been providing powerful programs at economical

prices. A wide range of word processing and spreadsheet products are available, to meet any need or budget. Now, with various bundles made available to dealers at attractive promotional prices, sophisticated personal productivity software such as LDW Power and WordPerfect or Microsoft Write can help a customer make the decision to buy Atari hardware.

Spreadsheets

LDW Power

LDW Power, produced by Logical Design Works of San Jose, CA is the latest spreadsheet on the market. Cloned from Lotus 1-2-3, the business standard, LDW offers a greater number of features with tremendous improvements in quickness. Atari Corporation currently runs its own inventory management, accounting, and finance operations on LDW Power. Workers here are impressed with its versatility and speed.

LDW is GEM-based, so the user can work with up to four windows at a time. Using a high-resolution monochrome monitor, you can view up to 28 rows in a single window. Column widths are variable from 2 to 72 characters, and columns can be hidden, in order to display distant parts of the worksheet in a single window.

LDW Power provides 18 different display formats for numbers and allows for easy modification of monetary, date, and time formats to accommodate forms accepted in different countries. Labels, as well as numbers and formula results, can be centered, aligned to the left or right, or displayed in bold or underline style to emphasize important data.

LDW Power offers close to 300 commands and more than 80 functions covering mathematical, statistical, financial, data management, and time calculations. Also included are string and error trapping functions.

LDW has built-in graphing capability -- choose from five types: line, XY, bar, stacked-bar, and pie. LDW has a built-in printer driver and supports GDOS and the Atari SLM804 laser printer.

LDW Power allows the user to extract parts of several different worksheets and combine them into one worksheet. A special function is provided which allows you to link selected cells of an external worksheet, stored on disk, with the current worksheet. It can save whole or partial worksheets and can protect valuable or confidential data using passwords. LDW Power can load Lotus 1-2-3 files and import ASCII files as well.

LDW Power has a macro language that is compatible with Lotus. It offers a unique Macro Recorder which records macro keystrokes and stores them in a selected range of cells for future use.

LDW retails for a suggested price of \$149.95.

VIP Professional

VIP Professional, marketed in North America by ISD Marketing of Markham, ON (Canada), has long been a favorite with Atari spreadsheet users.

VIP Professional uses commands identical to Lotus 1-2-3, and reads and writes Lotus files. VIP Professional is GEM-based and offers an easy-to-use interface.

VIP Professional includes Lotus' 50-plus built-in financial and mathematical functions; its versatile database, business graphics, and macro functions, including user-definable menus and prompts as well as conditional and nesting commands.

VIP Professional currently carries a suggested retail price of \$149.95.

Masterplan

Masterplan, also from ISD Marketing, offers many of the same features available with VIP Professional. Designed with the first-time user in mind, Masterplan is an inexpensive spreadsheet solution.

Masterplan reads and writes Lotus and VIP Professional data files and includes extensive graphing capabilities which save files as GEM files compatible with most GEM applications. Graph features include: line, bar, stacked bar, pie and scatter graphs, up to 6 different data ranges, horizontal or vertical grids, automatic scaling, and symbols, legends, line or data labels for line graphs. Help files are built right into the program.

Masterplan is available for a suggested retail price of \$89.95.

SwiftCalc ST

The power of SwiftCalc ST, from Timeworks in Deerfield, IL, lies in its ability to apply mathematical functions and algebraic formulas to any spreadsheet type analysis, such as budgeting, financial planning, or cost estimating.

SwiftCalc ST is GEM-based. It includes graphics, the ability to print spreadsheets sideways, 8192 X 256 columns, mathematical and financial analysis functions, data base capability, sample spreadsheets, and ample Help screens. The program can be interfaced with Data Manager ST and WordWriter ST, also from Timeworks.

SwiftCalc currently retails for a suggested \$79.95.

Word Processors

WordPerfect

Currently the best-selling word processor for the PC-compatible market, WordPerfect has recently brought the Atari world a sophisticated product, backed by proven customer support.

WordPerfect offers all the functionality of the PC version, ported to the easy-to-use GEM environment. Text automatically formats itself on the page as you write and appears onscreen just as it will print. Margins, tabs, and spacing are preset and can be easily changed. Onscreen help is available. Not only can you cut, copy, and paste text, you can also delete by the column, sentence, paragraph, or page. You can type over existing text and change blocked text from upper to lowercase (and vice versa). Should you mistakenly delete text, WordPerfect saves your last three changes, so you can review them onscreen and restore the deletion of your choice.

WordPerfect includes a spellchecker and thesaurus, containing a dictionary of over 115,000 words. The Speller is expandable, allowing you to add uncommon words, abbreviations, or acronyms that you often use.

WordPerfect's macro feature stores tasks that you use most often and then performs them for you. You can format documents, type closing to your letters, or print and save files, using a single keystroke.

WordPerfect's merge feature combines data from two sources into a customized format.

WordPerfect also offers columns onscreen. Edit them side-by-side with WordPerfect's true WYSIWYG display, as many as five across in newspaper or parallel styles.

WordPerfect will automatically generate indexes and tables of contents. It can number the paragraphs in your text or the levels in an outline, and number and format footnotes and endnotes.

WordPerfect carries a suggested retail price of \$395.

Microsoft Write

Atari is distributing this version of Microsoft Word for the Atari. Fast and powerful, Microsoft Write provides the standard text generation, editing, and formatting features necessary for word processing.

Display and work with multiple documents or parts of the same document simultaneously. It's easy with Microsoft Write and the GEM interface. Users may set page size, margins, and tabs by the inch, centimeter, pitch or point. Find and change text as embedded characters, whole words, or matched for upper or lower case. Create headers or footers that print on odd, even and/or first pages. Format

characters in bold, italic, underline, outline, superscript, subscript, or different sizes or fonts. Access Atari's GDOS for the entire range of type styles.

Microsoft is currently available with a suggested retail price of \$129.95.

WordUp

WordUp, a new program from Neocept of Camarillo, CA, is often referred to as "a very powerful MacWrite for the Atari ST or MEGA," or "just a few features from surpassing Microsoft Word 3.0." WordUp incorporates an easy-to-use WYSIWYG display and automated installation program. WordUp has the features necessary for professional word processing, in addition to the ability to integrate graphics and access GDOS fonts. Other features include:

- *auto-text wrap around graphics, multiple typefaces, font sizes, and styles
- *glossary function for inserting commonly used text, graphics, or formatting
- *master pages for headers and footers with unlimited length and versatile placements, doing double column pages, auto-page number placement, background patterns with graphics
- *search & replace that can find master pages, paragraphs, and font changes

*sophisticated formatting including variable page size, incremental line spacing, and column alignment with four types of tab stops

Neocept also markets Fontz!, a program that can produce fonts for use with GDOS, for \$34.95.

WordUp currently costs \$79.95 suggested retail.

WordWriter ST

WordWriter ST, from Timeworks, can be used by itself or interfaced with Timework's Data Manager ST or SwiftCalc ST to produce customized reports and written documents incorporating information generated from all three systems.

WordWriter ST is GEM based, offering multiple, sizable windows. In addition to basic word processing functions, it displays character formats (underline, italics, boldface, light type, subscript and superscript), and supports headers, footers, and page layout functions. It contains three built-in spell checkers, with a dictionary of over 90,000 words and a thesaurus of over 60,000 synonyms. An integrated outline processor can quickly organize notes into a convenient outline format. Form Letter Printout (mail merge) allows you to print multiple copies of the same document while automatically inserting personalized information into the body of each document, and a built-in "print

spooler" allows you to use the program in other ways while the printer is running.

WordWriter ST is offered at a suggested retail price of \$79.95.

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List of Developers: Productivity Software

Neocept Inc.

547 Constitution, Unit A

Camarillo, CA 93010

(805) 482-4446

Timeworks

444 Lake Cook Road

Deerfield, IL 60015

(800) 535-9497

ISD Marketing

2651 John Street, Unit #3

Markham, Ontario

Canada L3R 2W5

(416) 479-1880

WordPerfect Corporation

1555 N. Technology Way
Orem, UT 84057
(801) 227-4069

Logical Design Works
780 Montague Expwy, Suite 403
San Jose, CA 95131
(408) 435-1445

Atari Corporation
1196 Borregas Avenue
Sunnyvale, CA 94086
(408) 745-2030 or -2034
or your district manager

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Atari Update

by Sam Tramiel, President

Atari's progress has been exciting over the last four years as we have grown substantially in sales, becoming one of the Fortune 500 companies for 1987. We have found it vitally important to be continually aware of the demands of the marketplace and ready to anticipate with accuracy the needs of the consumer. As new programs

and products are conceptualized at nanosecond speeds, we plan to communicate each significant new development to keep you fully apprised and up-to-date on a regular basis. One important note: two-way dialogue always makes for better communication and we welcome any comments or suggestions you may have.

Now a look at our second quarter ended July 2, 1988, and some comments:

Computer and Video Game Division

Net sales for the quarter were \$101.5 million compared to \$70.7 million for the same quarter last year, an increase of 44 percent. Operating income was \$17.1 million compared to \$13.8 million last year, an increase of 23 percent. For the first six months, net sales were \$199.2 million compared to \$135.8 million last year, an increase of 47 percent. Operating income was \$32.4 million compared to \$25.7 million, an increase of 26 percent.

The computer and video game division continues to grow at a healthy pace. The Atari ST computer line is selling very well throughout Europe, Australia, and Canada, where demand continues to exceed supply. The production constraint is principally due to the continuing DRAM (Dynamic Random Access Memory) shortage which, in our view, will persist into the first quarter of 1989, thus further delaying our attack on the U.S. market. The video game market is very strong,

especially in the North American market. Sales during the first six months have also benefitted this year from the addition of new sales subsidiaries in Australia, Mexico, Spain and Sweden. Division profits have been squeezed by higher DRAM costs and marketing and distribution costs associated with establishing the new sales offices.

Federated Group -- Retail Division

Net sales for the quarter for the Federated Group, acquired on October 4, 1987, were \$63.1 million. The operating loss of the retail division was \$5.7 million. While less than the first quarter, Federated's losses were higher than expected and reflect non-recurring restructuring, store downsizing, and physical inventory costs. The turnaround process continues and measures are being taken to restore profitability.

We're especially pleased with the results of our Southern California test stores featuring an "office-at-home" section, and are now setting up similar departments in all the Federated stores. These "Compu-Centers" will feature Atari computers and a PC clone, as well as telephones, answering machines, personal copiers, integrated faxphones and typewriters -- all geared to the home office environment. The "home office" is a new market segment of our industry that is expected to grow dramatically in the months ahead.

Atari Corporation -- Consolidated

Net sales for the quarter were \$164.6 million compared to \$70.7 million for the same quarter last year, an increase of 133 percent. Income before extraordinary item was \$5.6 million compared to \$7.8 million. For the six month period, net sales were \$333.9 million compared to \$135.8 million, an increase of 146 percent. Income before extraordinary item was \$11.2 million compared to \$17.1 million.

Net income per share for the quarter was \$.10 compared to \$.23 in the same quarter last year. For the first six months net income per share was \$.19 compared to \$.50 last year. (Prior year results include tax credits of \$.10 and \$.21 per share for the quarter and six months respectively.)

As cost controls implemented at Federated take hold, together with seasonally increased retail sales and video game sales, we are well positioned for the second half of the year.

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Rebuild America Focuses on U.S. Industry

Atari CEO Jack Tramiel and four other high-tech industry leaders met with 30 congressmen at a July conference sponsored by Rebuild America. Comprised of a Washington, D.C. based organization and the American Electronics Association, Rebuild America's focus was to analyze whether American industry can compete in today's markets or

will it be forced to concede to foreign interests currently making large investments in American industry.

Japan's increasing efforts to monopolize the consumer electronics field has led to some concern by industry leaders. With the introduction of high definition television and other upcoming technology, it is likely the American consumer electronics industry will be dominated by foreign influence. High definition TV, featuring crystal-clear image resolution and stereo sound capability, is expected to hit the market with tremendous consumer demand by 1990. This and other related technologies could potentially create a significant new job market and yield billions of dollars in annual sales.

At present only a few American-based consumer electronic corporations (like Atari and Tandy) remain in existence. Companies such as General Electric and Quasar have been purchased by foreign interests.

In the DRAM memory chip business only two U.S. firms are actively operating. Japan now dominates 90 percent of the world's DRAM memory chip production; high definition TV technology is anticipated becoming one of the largest overall users.

Rebuild America is concerned that entire portions of the electronics industry could disappear. The effects could extend far beyond the producers of consumer electronics to the semiconductor industry itself.

The group is focusing efforts to design a national economic program to assist in the rebuilding of critical U.S. industries over the next decade.

Atari's Jack Tramiel told Congress, "It is essential for American corporations to start planning for the future rather than looking to short-sighted, immediate profits. American government must work together with business to promote American industry. Just as there was an energy crisis in the seventies, there is a crisis in the consumer electronics field today. If there is to be recovery of this industry, new approaches must be taken to once again show the American public and the world that American industry can produce innovative, quality-oriented products!"

[PICTURE]

Tom Stanford, USA Today

Leaders of high-tech businesses met with several congressmen on Capitol Hill to discuss American industry. Left to right are high-tech public relations whiz Regis McKenna, Richard Elkus (who conceived the VCR at Ampex in 1970), Tandy president John Roach and Atari chairman Jack Tramiel.

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Calendar of Events

SEPTEMBER

10: Georgia. Computer show, Houston Mall, Warner Robins, GA. Atari and IBM compatibles. Contact Peter Miller, Middle Georgia Atari UG, (912) 922-5666.

15-17: California. Seybold Desktop Publishing Exposition, Santa Clara Convention Center, Santa Clara, California. For more information, call Seybold Seminars, (213) 457-5850.

16-17: California. Southern California Atari Computer Faire, Version 3.0., Glendale Civic Auditorium, Glendale, CA. Produced by ACENET, a group of 22 computer clubs, including HACKS. Space for 80 exhibitors, over 5000 attendees expected. John King Tarpinian, president, (818) 760-1831.

OCTOBER

1-2: Washington, D.C. WAACE AtariFest, Fairfax High School, Fairfax Virginia. Gary Purinton, chairman, (703) 476-8391.

15: Iowa. Computer Fair, Duck Creek Mall, Bettendorf, IA. Contact Orville Reeves, Quad-City Atari Computer Club, (319) 322-4348.

NOVEMBER

14-18: Nevada. Comdex '88, Las Vegas. Atari has reserved the Gold Room for its booth. Write the Registration Department, Comdex Fall, 300 First Avenue, Needham, MA 02194.

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COMDEX Report

Atari is pulling out all the stops at this fall! Atari is going to make a big impression at Comdex, the annual computer industry conference in Las Vegas: the company has reserved the Gold Room, a 6,600-square foot hall adjacent to the main show floor.

Atari intends to feature the MEGA line of personal computers as well as new products. Many prominent Atari software developers will share the booth space. Atari will emphasize its ability to deliver solutions to the education, MIDI, desktop publishing, and graphics markets. Said Sig Hartmann, president of software at Atari, "Comdex is going to be very, very important to Atari, its developers, and consequently, its dealers. I encourage all of you to please make plans to come see us at the show this year."

Comdex takes place November 14-18. For more information, call The Interface Group, (800) 325 3330.

####

New Products

Moniterm to announce large-screen, high-res monitor at Seybold Show

Moniterm Corporation announces the introduction of the Viking 1 19-inch large-screen, high-resolution monochrome monitor for the Atari MEGA personal computer. The new Viking monitor expands the Atari MEGA capabilities for such sophisticated applications as desktop publishing, CAD/CAM (computer-aided design/computer-aided manufacturing), word-processing, financial applications and more. The Viking 1 for the Atari will be demonstrated at the Seybold Conference on desktop publishing, September 15-17, in Santa Clara, CA.

"We believe the Viking large-screen, high-resolution monitor compliments a strong direction that the Atari MEGA is taking; especially regarding electronic publishing," commented Ward Johnson, president of Moniterm. "This venture will serve to broaden the market for both Atari and Moniterm, while users can take advantage of more sophisticated applications."

The Viking 1 provides new technology for the Atari ST with a 66 Hz refresh rate and non-interlaced screen design. **The single BUS Atari doubly benefits from the Viking controller board's built-in provisions for the Motorola 68881 co-processor.** The 19-inch diagonal screen size allows two full facing pages of text and graphics to be displayed, a B-size engineering drawing, or a 13-month spreadsheet with 68 rows and 138 columns.

Moniterm Corporation will distribute the Viking 1 through its worldwide network of manufacturer's representatives, distributors, and dealers; the company also plans to expand its distribution system through Atari resellers. For more information call Mark Soderquist (East coast) or Dick Erickson (West coast) at (612) 935-4151.

###

Migraph's DrawArt Professional

Migraph has announced DrawArt Professional, a collection of high-quality object-oriented graphics and illustrations specially selected for use in desktop communications.

More effective, attention-getting layouts, newsletters, flyers, and brochures can be produced using DrawArt illustrations. Over 150 images are included in a variety of themes such as computers, office, photo, and animals.

DrawArt graphics were created by a commercial artist using the latest software and hardware. Since illustrations are object-oriented rather than bit-mapped, they can be sized and stretched and still retain the original detail. The highest quality output is assured since DrawArt illustrations print at the highest resolution of the printer, whether it is a dot matrix or laser.

DrawArt images are saved in the standard .GEM format and can be used by Timework's Desktop Publisher ST or Migraph's Easy-Draw.

DrawArt retails for \$69.95. Contact Migraph, 720 S. 333rd (201), Federal Way, WA 98003. (206) 838-4677.

###

Atari Computer Sponsors Tangerine Dream Tour

Tangerine Dream, Europe's popular synthesizer band, kicked off their North American "Optical Race" tour last month, travelling under the sponsorship of Atari's Computer division. Long time backers of Atari products, the group credits Atari and Steinberg/Jones software on the the cover of their latest album, and uses six Atari MEGAs in concert.

The tour began August 25 in Chicago and appears in 25 cities across North America, concluding in Vancouver, B.C., on September 28. As part of the sponsorship agreement, the words "Atari Computer Presents" appear on all concert advertising, tickets, and merchandise.

Tangerine Dream was formed in 1967 by Edgar Froese, the only original member still with the band. Recognized as pioneers of electronic rock, Tangerine Dream is now best known in the U.S. for film soundtracks, providing compositions for "The Sorcerer," "VisionQuest," "Legend," and "Risky Business." With the additions of Paul Haslinger and Ralph Wadephul, the band continues to push the limits of technology and create original, evocative music.

Their latest album, "Optical Race," is the band's first production for Private Music, the innovative label founded by Peter Baumann, who was himself a member of the group from 1971-1977.

Remaining concert dates include Fort Lauderdale, New Orleans, Dallas, San Diego, Los Angeles, Berkeley, and Seattle.

[PICTURE]

Tangerine Dream: Ralph Wadehul, Paul Haslinger, Edgar Froese

###

Employee Purchase Program Announced for Dealers

Atari has announced a computer purchase program for retail sales personnel. ST and MEGA computer systems are available at 50 percent off list price, for personal use only, to full-time computer sales people. "We wanted to give salespeople the chance to use Atari systems on a regular basis," said Mike Dendo, vice president of sales at Atari.

In order to qualify for the special price, the individual must be a full-time computer sales person of an authorized Atari dealer. The salesperson must state in writing that the purchase is not for resale, and obtain the signature of the store owner or manager. Purchases are limited to one computer per sales person per year. For more information, contact Diana Goralczyk at Atari Corporation.

###

Atari Contributes to "SuperQuest" for Programming Excellence in High Schools

Jefferson High School for Science and technology, in Alexandria, VA has become the first high school to have its own supercomputer. A team of four computer science students from the high school were brought to national attention in a competition designed to identify and encourage excellence in computational science at the secondary school level.

"SuperQuest -- The High School Supercomputing Challenge," was sponsored by ETA Systems Inc. (St. Paul, MN), a subsidiary of Control Data Corporation and the world's second largest supercomputer company. Atari Corporation contributed over \$25,000 in equipment to the program.

Jefferson High won a million-dollar ETA-10-P class VI supercomputer, complete with staffing and maintenance for two years. The ETA-10 uses Atari computers as intelligent terminals.

Four high school teams were selected as finalists in the SuperQuest competition, winning an Atari 1040ST for each team member and a CYBER 910 workstation for their school. These students attended a seven-week supercomputer programming course in residence at ETA's SuperQuest Summer Institute in St. Paul. In addition to the Jefferson team were representatives from Montgomery Blair High School (Silver Spring, MD); North Florida Christian School (Tallahassee, FL); and James Logan High School (Union City, CA).

Every participant in the competition had to submit a supercomputer research proposal. "We received many interesting and well-conceptualized program entries," said ETA president Dr. Carl Ledbetter. "Narrowing the field of contestants was not an easy task. For example, projects ranged from using differential equations to analyze the strategy of Lord Nelson in the Battle of Trafalgar, to analyzing the planar circular restricted three-body problem in celestial mechanics; from using finite element analysis to analyze the acoustic properties of the cello, to simulating the formation of mesocyclonic tornadoes."

In addition to the students' systems, Atari is also supplying each team teacher/coach with a MEGA 2 computer, and each finalist high school with a complete desktop publishing system, including laser printers. A fifth desktop publishing system is being presented to the judging organization, the Illinois Mathematics and Science Academy.

[PICTURE]

The winning team from Jefferson High of Alexandria, VA.

###

MEGA File 20 Hard Drives Available at Great Savings!

Atari Computer is offering a limited-time special promotional price on its new slim-line 20 Mb hard drive for ST or MEGA computers. The MEGA File 20 slim-line 20 Mb hard drive -- complete with drive, controller, DMA port and power supply -- is available for \$599.95, suggested retail (at participating dealers).

The MEGA File 20 plugs into the built-in DMA channel of an Atari computer. Its slim case (2.75X13.4X13.4") is formed in the MEGA style, and fits nicely under a MEGA and monitor set. the MEGA File 20 boasts speedy 5 Mbps (megabits per second) data transfers. It's organized as 612 cylinders, 2448 tracks, and 17 sectors per track, with 600 track-per-inch density.

####

Spectrum Holobyte Sales Promotion

Spectrum Holobyte, the Alameda, CA-based entertainment software company, has launched a special sales promotion. "Buy One -- Get One Free," will give game players a chance to buy one of Spectrum Holobyte's hottest titles from local dealers and get a choice of another Spectrum product free.

The promotion will be in effect August 1 through October 31. To receive the free software, the buyer fills out a coupon and returns it to Spectrum Holobyte with proof of purchase and \$4 for shipping and

handling. The coupons are available in store displays, in print advertisements, or in specially marked product boxes.

Customers must buy one of six titles to qualify for the program: F-16 Falcon Fighter Simulation, PT109 Torpedo Boat Simulation, Tetris, Soko-ban, Dondra or Solitaire Royale. For their free products, buyers may choose between Orbiter, a space shuttle simulation; Lunar Explorer, a lunar landing vehicle simulation; Intrigue!, a mystery thriller; Wilderness, a survival simulation; Tellstar, an astronomy simulation; or Art Studio, a graphics/paint program.

Dealers should have received details of the program, counter card displays featuring the mail-in coupon, and promotional buttons. For more information, please call Dealer Service at (800) 333-5001.

###

Atari Computers Are Quite a Match with Chess Champ

[OR]

Chess Champ Matches Moves with Atari Computers

Three-time and current world chess champion Garry Kasparov uses his MEGA system with ChessBase, a technical chess database, to work through strategies and study his opponents' moves. Now 24 years old, the Soviet-born Kasparov has been playing exhibition games

throughout the United States and enthusiastically supporting the ChessBase program.

Developed in Germany, ChessBase is available to North American dealers through Saitek of Torrance, CA.

####

Frank Foster Joins Computer Division

Atari's new director of music markets is no stranger to the MIDI industry. Frank Foster is probably best-known as one of the founders of the music software company, Hybrid Arts, where he helped build the initial Atari 8-bit market back in 1983. Foster has been one of the most vocal proponents of the ST since its introduction. He convinced Sam Tramiel to run Atari's first music industry ad in 1986 and worked closely with former marketing manager Larry Samuels in expanding Atari's dealer network to music retailers.

In his new position, Foster will direct marketing and advertising campaigns to further strengthen Atari's position in the MIDI marketplace. Look for continued high visibility by Atari in music stores and publications.

And Atari plans to continue sponsorship of concert tours and other events, such as the current Tangerine Dream North American tour.

Foster's career began in the motion picture industry, with computer graphics. At the age of 18, he was already an award-winning filmmaker. His computer film "Phosphenes" was selected in 1972 to represent the United States in Zagreb, Yugoslavia at the World Festival of Animated Film. Later that year he directed the First International Computer Film Festival. The event attracted thousands of film buffs and over 200 films were screened.

After moving to Los Angeles, Foster spent five years as director of graphics and programming for the laser entertainment company LaserMedia. In addition to designing industrial laser shows for many Fortune 500 companies (including Apple, IBM, Pepsi, and Coca-Cola), he programmed the effects for the Olympics in Lake Placid as well as the acclaimed Laser billboard at the Los Angeles Olympiad. While a principal at Hybrid Arts, Foster continued to design special effects for motion pictures, including "Staying Alive," "Altered States," and "Starman." He also worked for concert tours by groups such as YES, Earth, Wind and Fire, Neil Diamond, and others.

[PICTURE]

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New Dealer Coordinator Joins Atari Team

Tammy Callahan has recently joined Kevin Jannsen at Atari as dealer coordinator. Tammy's responsibilities include setting up new dealers, VARs, and MIDI accounts. Her other duties include taking orders and addressing all dealer inquiries for the Midwestern region. Tammy's goal is to increase Atari's presence in the marketplace. Please call her at (408) 745-2034. Kevin Jannsen continues to closely work with dealers in the New England and Mid-Atlantic regions. Please call Kevin at (408) 745-2030. Other dealers should always call their district sales manager first.

[PICTURE]

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Bentley Bear Series for MEGA and ST Computers Now Shipping

Atari's Bentley Bear series of educational software for young children is now available. Dealers can begin ordering this series of 10 titles immediately. Suggested retail price is \$24.95. This software is also available as part of Atari's new 520STFM promotion.

Viewed in combination with the Arrakis Series of scholastic products, Atari now provides a complete line of educational software, from preschool through college-level.

Magical Math I DS5088

Magical Math I is an introduction to the basic mathematical functions of addition, subtraction, multiplications, and division. It provides a mix of mathematical problems in a game-playing environment. Animated characters, color graphics and lively music aid understanding and retention of concepts.

Magical Math II DS5089

Magical Math II is an introduction to the concept of determining the possible combinations of numbers to yield a given solution. For younger children, the objective is to illustrate the manner in which summed numbers yield a result. It further reinforces concepts learned in Magical Math I.

Magical Math III DS5090

Magical Math III introduces the basic mathematical functions of addition, subtraction, multiplication, and division of fractions. It involves mastery of a variety of problems involving fractions in a game-playing environment.

Memory Master DS5092

Memory Master strengthens a child's memory skills via a game of concentration, and reinforces the association of pictures to the letters of the alphabet.

Memory Master II DS5093

Memory Master II further develops the memory skills introduced in Memory Master. A game-playing environment, complete with animated characters, color graphics and lively music, increases understanding and retention of concepts.

Magical Anagrams DS5096

Magical Anagrams introduces the concept of anagrams in a game-playing environment. It teaches spelling of words via the deductive process, and promotes problem solving within a given timeframe. A number of dictionaries of anagrams are provided as a source of puzzles to be solved.

Spelling Bee DS5091

Spelling Bee presents exercises in spelling in a game-playing environment. A number of different dictionaries of words are provided as a source of words to be spelled. This program teaches spelling via the deductive process, and promotes the understanding of consonants and vowels, and their use in words.

Alphabet Tutor DS5094

Alphabet Tutor can be a youngster's first introduction to the alphabet. Color graphics are used to instill an association of consonants and vowels with colorful pictures.

Typing Tutor DS5095

Typing Tutor introduces children to the computer keyboard, and reinforces alphabet concepts.

Equation Builder DS5097

Equation Builder is an introduction to using the four basic mathematical functions in equations. This program teaches the order of precedence of mathematical operators and promotes problem-solving skills, in a game-playing environment.

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New 8-bit Software

Food Fight RX8079 \$24.99

Food Fight is the latest version of the crazy arcade classic. Charley races for the ice cream cone before it melts, dodging chefs throwing food. For one or two players: Food Fight requires use of a joystick.

Necromancer RX8108 24.99

In Atari's latest game by Bill Williams for the XE, you play Illuminar, the legendary Druid sorcerer rallying the forces of nature to combat evil. Defender of truth and freedom, only you have the power to challenge Tetragorn, the Necromancer, whose black magic darkens the forest and threatens doom to its helpless inhabitants.

Tetragorn rules his troops of Ogres and dreaded Spiders with terror. His evil is poisoning the far reaches of Illuminar's forest. You must stop the Necromancer from dominating the entire kingdom!

Your ancient spells bring life to the forest and the very Trees will come to your defense. Plant new Trees wherever you can and protect them with your magic Wisp. The Necromancer saps your strength through three levels of game play. The forces of Light must triumph in this dark encounter! For use with joystick controller. For one player.

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